



WFLX

## ORDER

Print Date 10/24/12 Page 1 of 2

Flight Dates 10/29/12-11/02/12

Order Sep 00:15:00

Contract / Revision 840282 /

Product Gordon &amp; Doner / Merit Retention

Estimate #

Original Date / Revision  
10/24/12 10/24/12

Agency Com 15%

Alt Order #

Billing Type Cash

Advertiser Gordon &amp; Doner, Attorneys

Billing Contact

Order Type Political

Billing Cycle EOM/EOC

PO Box 590  
Edgewater, FL 32132

Billing Calendar BROADCAST

Agency Practice Made Perfect

Demographic A35+

Buying Contact

Rev Codes Agency Political Pol-Issue

PO Box 590  
Edgewater, FL 32132

Sales Office WFLX

Product Codes PL20

Sales Region Local

Priority P15

Agency Ref

Advertiser Ref

Primary Account Executive  
Local Non Paid

Account Executive	Order%	Start Date	End Date
Local Non Paid	100%		

Order Share % Market Value

Competing Station % of Order Amount

DFLX	%
WFGC	%
WPBF	%
WPEC	%
WPPB	%
WPTV	%
WPXP	%
WTCE	%
WTCN	%
WTVX	%
WXEL	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	20	\$6,077.50	\$7,150.00	0.00	10/29/12	11/02/12	20	\$6,077.50	\$7,150.00
Totals	20	\$6,077.50	\$7,150.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WFLX	10/29/12	11/02/12	DAY 1 AM ROTATION	Comm	9A-1P	MTWTF--	:30	5	\$115.00	P 2	0.00	NM	5	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$115.00		0.00			
N 2	WFLX	10/29/12	11/02/12	DAY 2 PM ROTATION	Comm	1-4P	MTWTF--	:30	5	\$85.00	P 2	0.00	NM	5	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$85.00		0.00			
N 3	WFLX	10/29/12	11/02/12	FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT	Comm	4-430P	MTWTF--	:30	5	\$145.00	P 1	0.00	NM	5	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

10/24



WFLX

Print Date: 10/24/12

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Contract / Revision

840282

Flight Dates 10/29/12-11/02/12

Hiatus Dates

Original Date / Revision

10/24/12/ 10/24/12

Order Sep

00:15:00

Advertiser

Gordon & Doner, Attorneys

Product

Gordon & Doner / /Merit Ret

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WFLX	10/29/12	11/02/12	FOX 29 NEWS FIRST AT	Comm	4-430P	MTWTF--	:30	5	\$145.00	P 1	0.00	NM	5	\$725.00
				FOX 29 NEWS FIRST AT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$145.00		0.00			
N 4	WFLX	10/29/12	11/02/12	Late News M-Sun	Comm	10-11P	MTWTF--	:30	5	\$1,085.00	P 1	0.00	NM	5	\$5,425.00
				TEN O'CLOCK NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5				\$1,085.00		0.00			
													Totals	20	\$7,150.00

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <u>WACH</u>	<b>Date:</b> <u>10/23/12</u>
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I, Jordan Gallo / PMP Marketing Group  
do hereby request station time concerning the following issue:

Gordon + Doner, P.A. in support of  
Defend Justice from Politics.

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<u>10/29 - 11/4 20/2</u> <u>*SEE Attached Schedule</u>					

**Total Charges:** \$7,150

This broadcast time will be used by: Gordon + Doner, P.A. in support of  
Defend Justice from Politics.

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Gordon + Doner, P.A.

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least 48 HRS before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

10/23/12 Date Robert Gordon, Pres. Signature (561) 333-3333 Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted ☐ Accepted in Part ☐ Rejected

[Signature] Signature Bluthe Printed Name GM Title



# RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF  
OF A CANDIDATE FOR PUBLIC OFFICE  
OR AN ISSUE OF PUBLIC IMPORTANCE

CANDIDATE / ISSUE: Merit Retention PARTY: NP

OFFICE / DESCRIPTION: Merit Retention ELECTION DATE: 11/6

INQUIRY MADE BY: Jordan Gallo  
Candidate Manager Agency Committee (underline one)

ADDRESS: PMF  
PO Box 590 330 Clematis St  
Edgewater FL WPB FL 33401

PHONE: 561 296 1007 FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Information Requested: Issue rates for merit retention

Final Disposition: order 840282

If Committee, list officers and position: Robert Gordon ARCS  
561 333-3333

DATE: 10/24 TIME: 4P BY: JH